

*Press Kit Desire*

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Discover emotions.



## The App after “Tinder”

Desire is an erotic App for couples that uses gamification to spice up the relationship.

Desire is a rapidly growing mobile app for couples, that is positively changing the way couples discover emotions.

Half of the population has a partner.  
That’s about 70M in USA and 20M in UK.

**Desire won the FbStart Accelerate program from Facebook:**

“Desire was chosen because of its impressive development so far and its potential for continued growth”

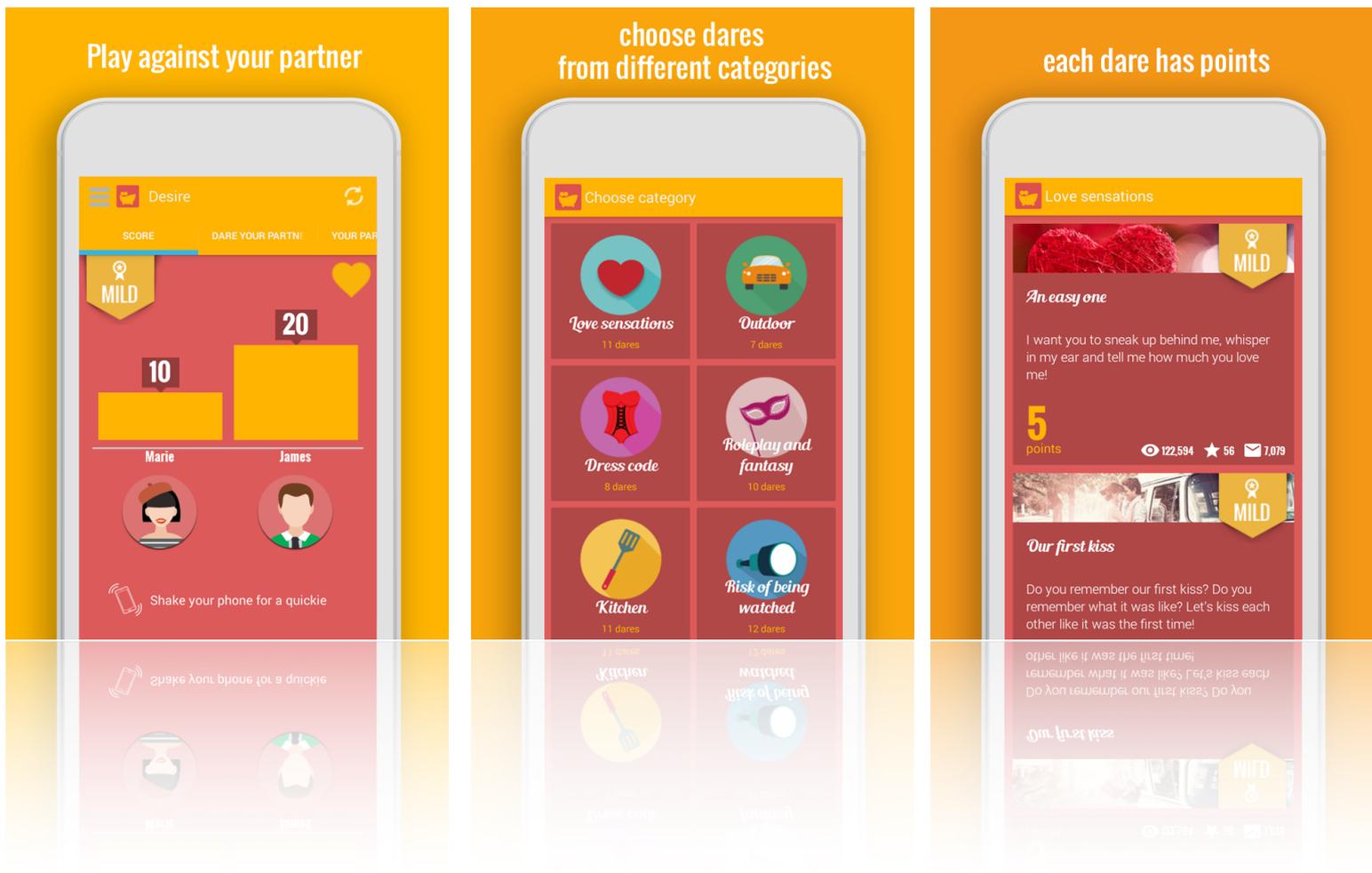
- The Facebook Team

# The Game

Compete against your partner!

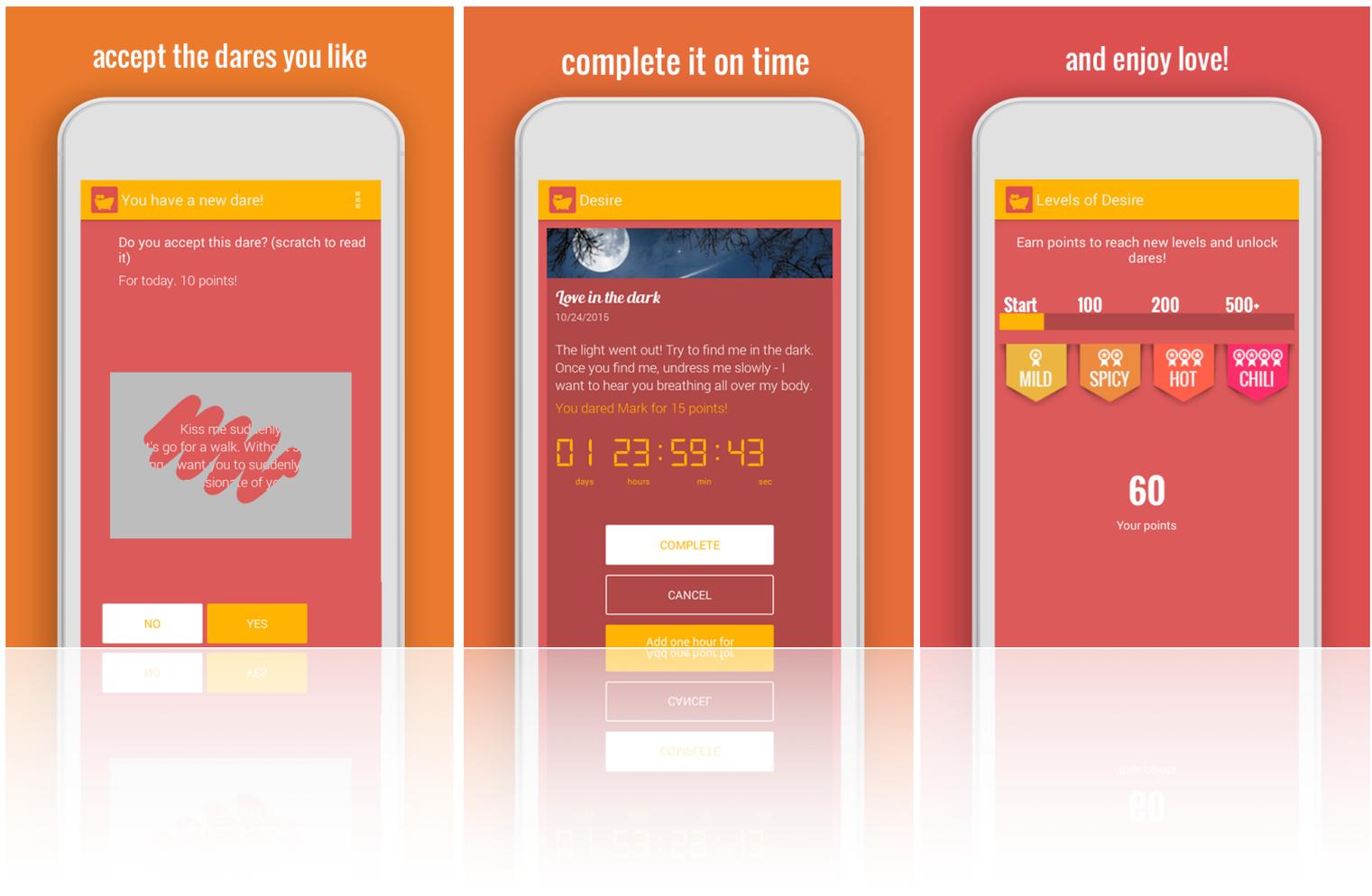
Dare your partner. You get to choose from hundreds of dares. Dares are uploaded by our editors and the community of users.

You can also write your own dares.



Once a dare is completed, the partner earns points. Points unlock new levels with spicier dares.

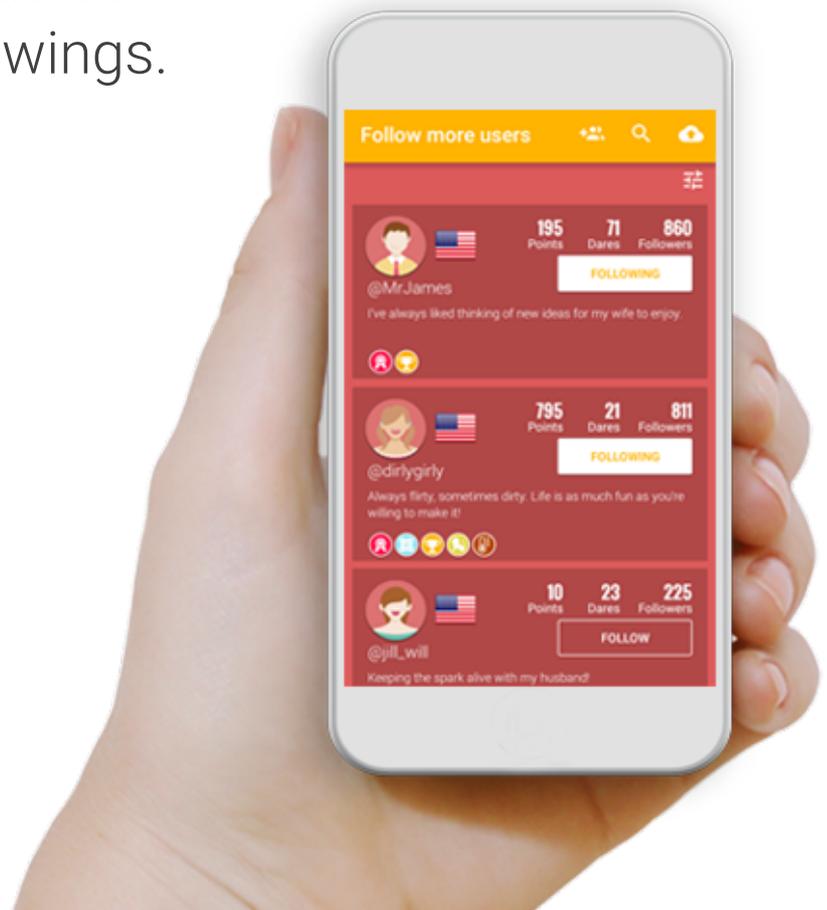
The App has a strong community of couples and uses **gamification techniques**: points, levels, leaderboards and badges.



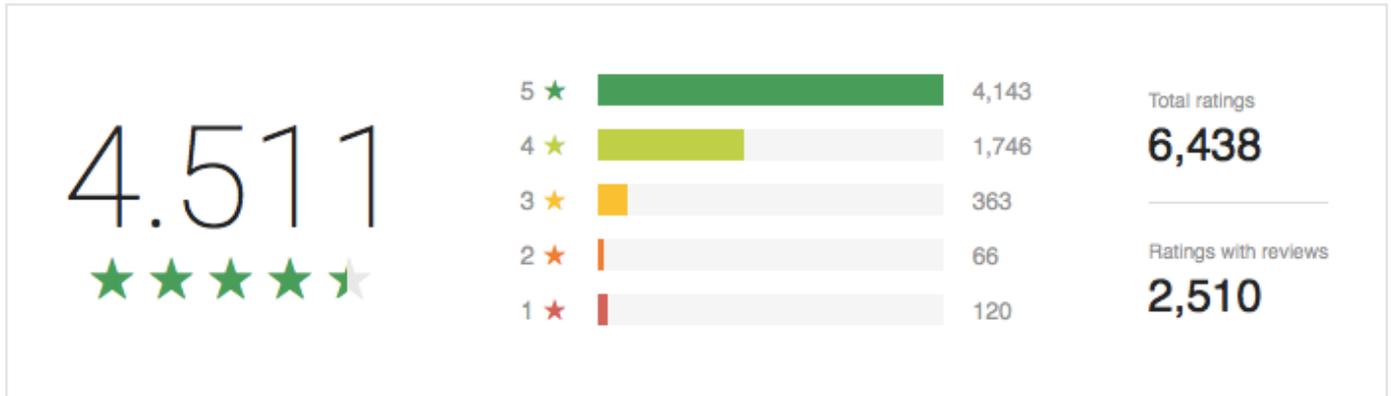
# The Community

Desire is much more than an App. It holds a community which auto-generates content and increase engagement in a daily base. Users write dares for the community.

As any community, users can follow other users. Doing so, a user can send to his partner a dare that has been shared from the followings.



# What couples say



Real comments from users in Google Play

★★★★★ **Tyara Adelia**

**Great app for couple!** It challenges me and my partner. It's so great to spice up my relationship. Definitely worth to download

★★★★★ **Branden Wright-Flauding**

**Changed everything** This app changed everything about me and my wife's sex life, we use to not have time to make plans but with this app were able to make them ahead of time... love it

★★★★★ **Julie Pierce**

**Awesome!** This is a very cool app! My husband is somewhat timid in the bedroom. But when you make it competitive with the point system I, it speaks to his male ego and I'm the one who benefits from it!

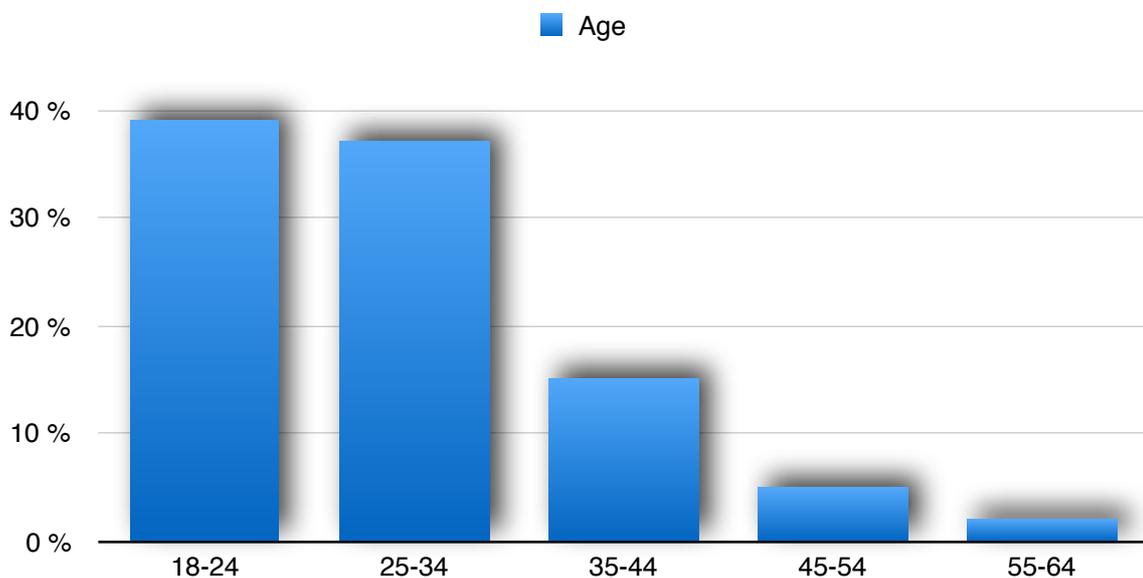
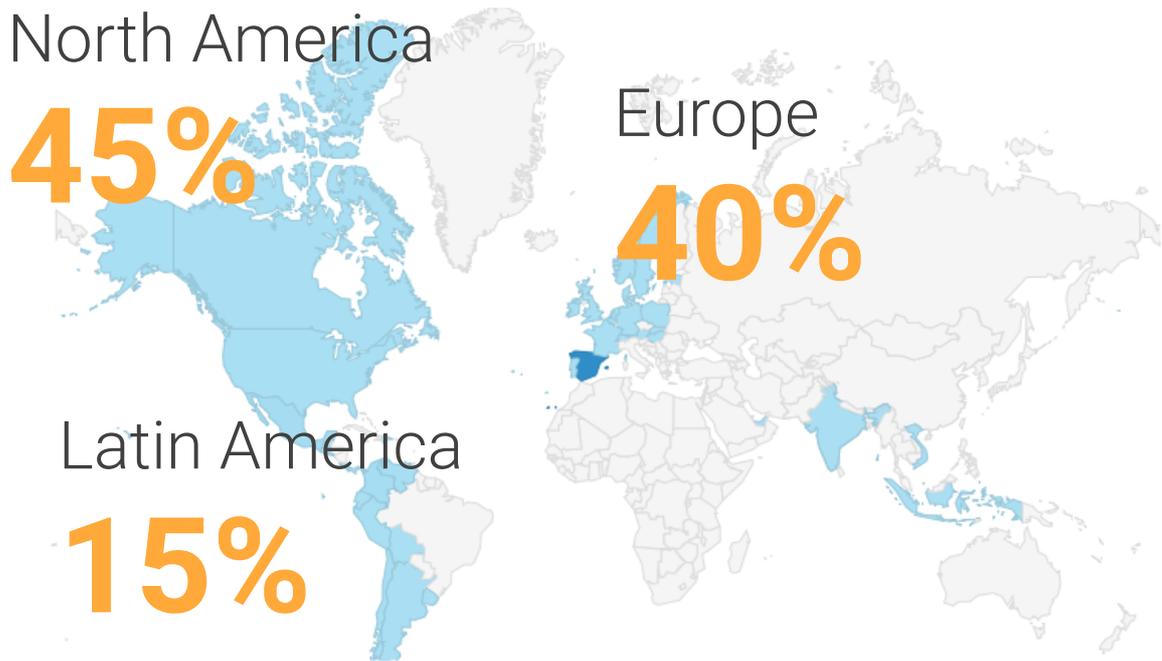
★★★★★ **James Cluck**

**So far great app!** Just what me and the wife was looking for!

★★★★★ **Carin Anderson**

**Super fun** Have only had it for two days and already it has made us smile, laugh and become closer :)

# Demographics





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